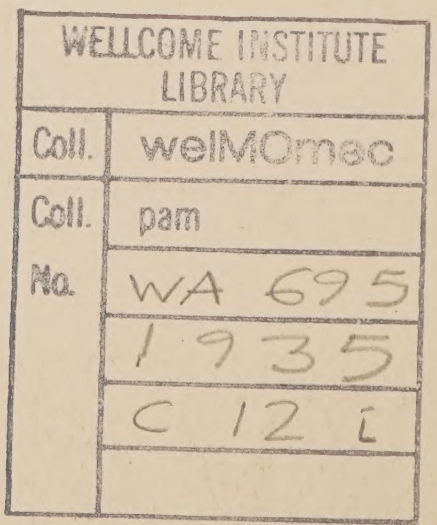
AN INVITATION

If you have not been to Bournville, this book is an invitation. Come and look at these things for yourself. You will be welcome, and you will find that the pleasant, cheerful life at Bournville is not exaggerated by the pictures; if anything, it is understated. Please write to us so that your visit can be arranged.



DAWN

A WORD TO OUR FRIENDS

THERE was a time not very long ago when all people wanted to know about a factory was what came out of it; when all the leaders of industry wanted to know about their workpeople was how much they produced; when all the workpeople wanted to know about their work was how much they got for doing it.

All over the world that view of things is giving way to another—not only more human, but more sensible. The place where we work the best half of the day, and the conditions under which we do it, matter not only to ourselves—but to all the people who buy the goods we make.

If the place where we work is fresh and bright and airy, the people healthy and cheerful, the work as interesting as it can be made, it is bound to show in the goods we produce.

This—which the world is beginning to realise to-day—was realised a long time ago by Cadburys. They took what was then an extraordinary step. They put their factory—not in a town at all—but in the country. That factory is now the largest chocolate and cocoa making factory in the world.

To ensure that the men and women who worked for them had a chance of a comfortable home life, they saw that houses were built nearby for them to live in. They laid out playing fields, swimming pools, gardens—and ever since, whenever they saw new ways of improving the surroundings in which their people worked, they have tried to carry them out.

DUSK

DAY BEGINS

Doors shut. Garden gates click to. There are voices and footsteps moving down the road. The day is beginning. . . . . At the factory it has begun long since. The factory, like you and me, likes its morning wash. Rooms are cleaned and swept. Desks and tables polished. Windows get a shine. Even the streets are all hosed down and brushed as carefully as if they were a dairy. If cleanliness can amount to a mania, this little town is as mad as a March Hare.

STREETS GET IT TOO

Not only the rooms where the chocolate is made, but the whole factory and even the streets leading to it get a thorough cleandown.

In this picture you see Geoffrey Manson saying good-bye to his family. White trousers like his are worn by all workers in the confectionery rooms for the sake of cleanliness.

ALWAYS A SPRING-CLEAN

Every day is spring-cleaning day in Bournville. Corners that might pass unnoticed in a home are scoured out by the movable vacuum-cleaners.

17 ACRES OF WINDOW

People in factories want all the sunshine they can get. Bournville factories are mostly windows. Where you reckon yours by the square yard, we count ours by the acre. And it all has to be spotless.

WE ARE 9,000!

By train and car, by tram and 'bus and bicycle, nearly 9,000 workers pour into the factory every day. 9,000 people working here means that a community of 30,000 to 40,000 people get their living from Bournville—and as many more are affected by the money they spend. The girls getting off the 'bus are coming up Bournville Lane—rather different from the usual main entrance to a factory, don't you think? We welcome trees and grass in Bournville, not only because they look nice, but because they keep the air clean and fresh!

The girl in front is Ann Castle. She works in the Statistical Office. You will meet her there, and also in the Swimming Pool.

THROUGH THE PARK

A good many of the workers come to work on bicycles. Here you see some of them in Bournville Park.

WAITING FOR THE SIGNAL

In their clean white trousers they lean up against the railings to finish their pipes. You can't smoke inside a factory that must be spotless. You'll see what they're waiting for on the next page.

A

Mary
Reynold
who sel
us a
great
deal of
Cocoa.

HARVEST

Armed with a cutlass he cuts off the brightly coloured pods which grow directly out of the main branches, and the trunk itself. Harvest time starts in September.

SPILLING THE BEANS

Every cocoa pod contains 30 to 40 beans. The children help in the work of taking them out of the pods and spreading them in the sun to dry. After they are dry they are tipped into sacks to be taken to the coast.

ETTER FROM WEST AFRICA

Some of our thousands of letters are nearly always from WestAfrica. They tell us how the cocoa crop is getting on. Most of our cocoa grows there—and when ripe the pods are cut off the trees, the beans are extracted, dried, packed into sacks and shipped across the sea to Bournville. The beans must attain a very high standard of quality before our buyer purchases them. Every bag is examined before ever it is packed —and when it arrives it has yet another even stiffer examination to face at the hands of our expert buyers and chemists.

RICH CARGO

Surf-boats manned by skilful African boatmen carry the sacks of beans out to waiting steamers. They are swung up by derricks, stowed away in the holds—and set out on their long voyage to England.

COCOA COMES TO BOURNVILLE

Cadburys have their own trucks, their own siding—even their own sacks. At every stage the beans are examined, checked, inspected. An automatic conveyor whisks the sacks off, as soon as they arrive, to a bonded warehouse which holds over 100,000 sacks.

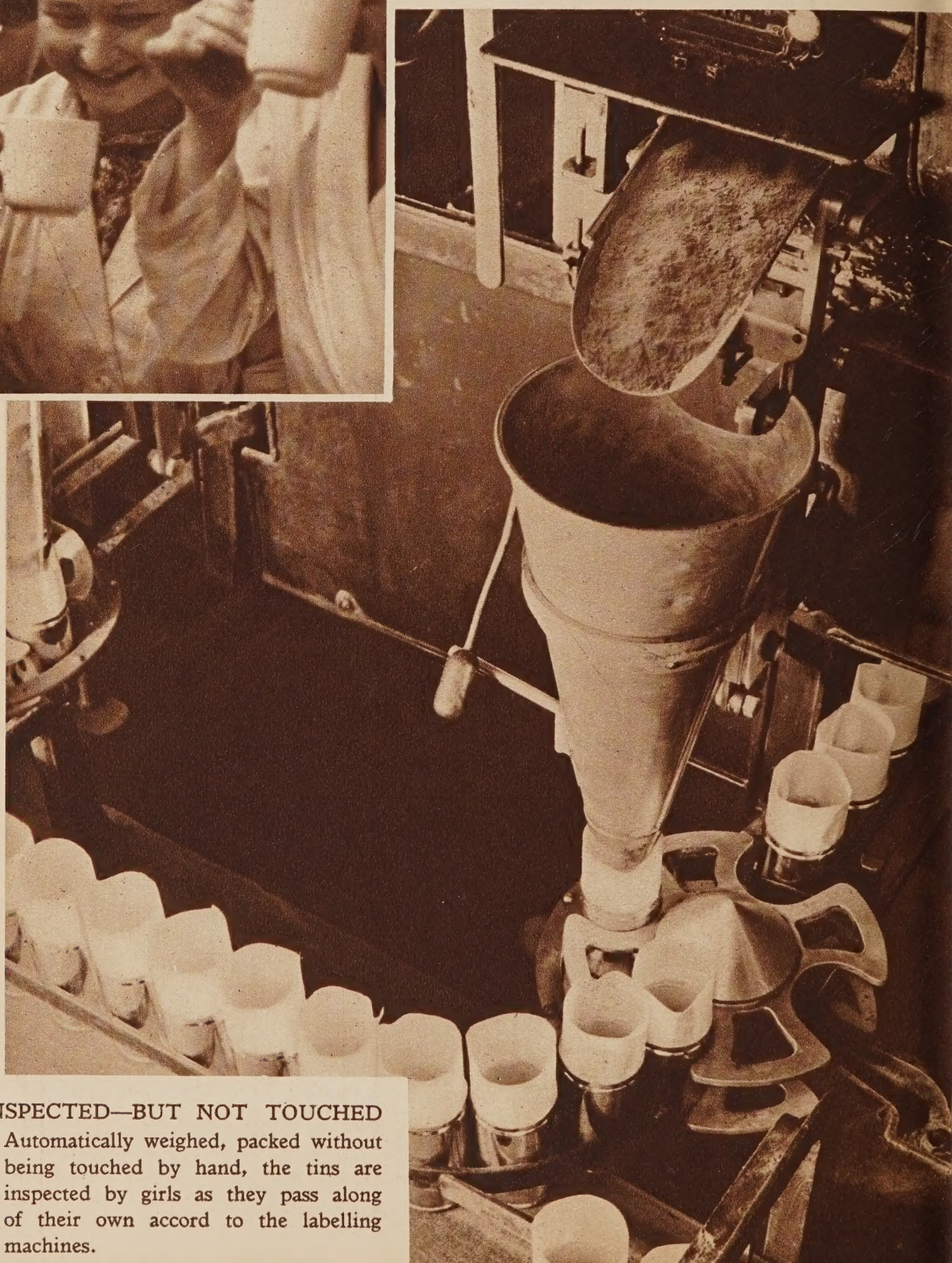
55 MILLION TINS A YEAR

55 million—well over five a year for every single family in Britain—and we make them all. While the tins get ready to hold the cocoa, the cocoa gets ready to go into the tins. To make sure it is all finely ground, Bournville Cocoa has to make its way through a fine silk sieve with 13,000 meshes to the square inch.

IT PACKS ITSELF

Nobody wants their food touched by hand. Bournville Cocoa is never touched—not even when it's packed into the tin.

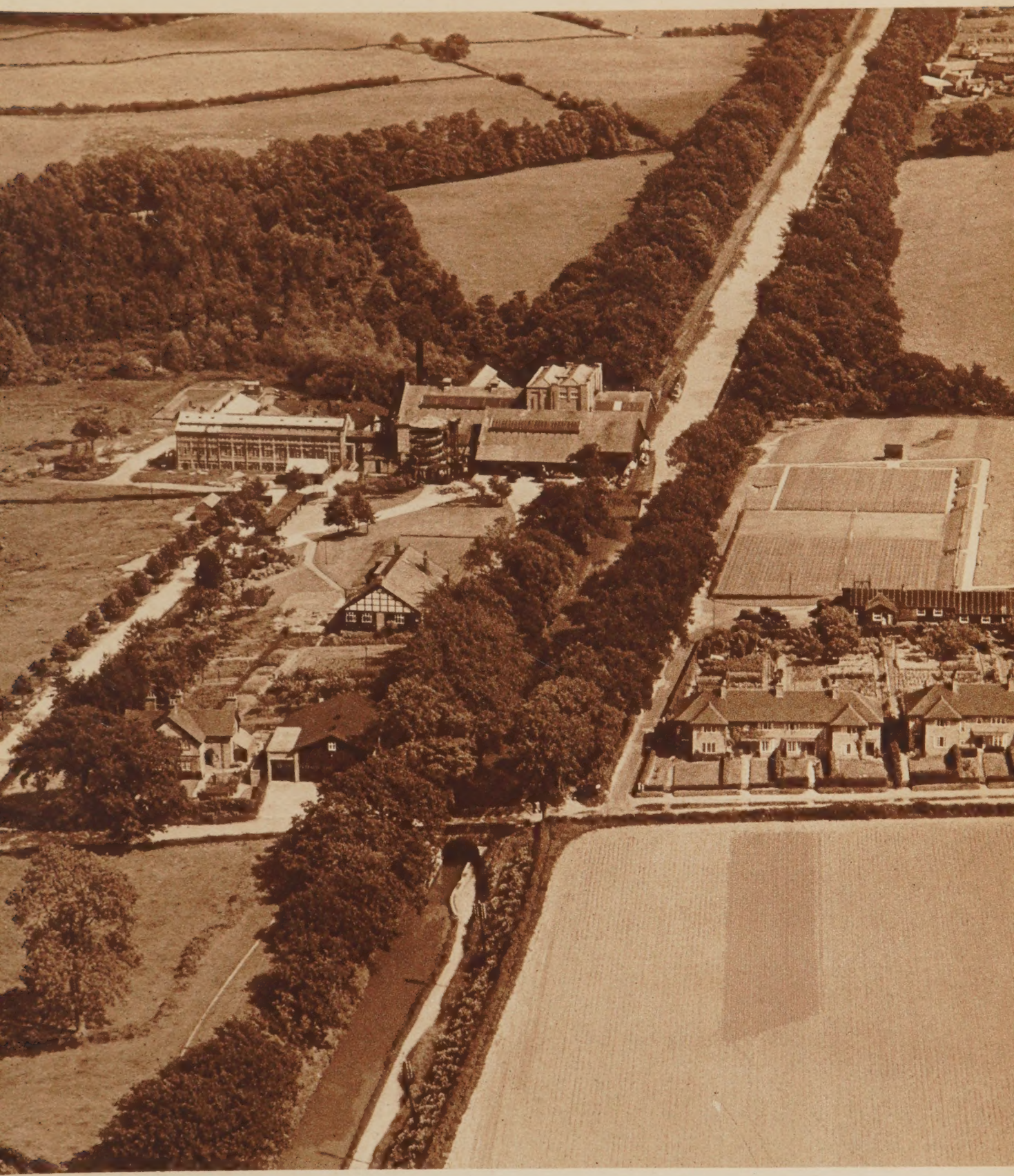
A ten-minutes pause for biscuits and milk. All girl-workers get that. Here you see them enjoying it—and on the opposite page you see where our own milk for Milk Chocolate comes from.



INSPECTED—BUT NOT TOUCHED

Automatically weighed, packed without being touched by hand, the tins are inspected by girls as they pass along of their own accord to the labelling machines.

WHERE OUR MILK COMES FROM



Cows need rich pastures if they are to give rich milk. The cows that give our milk browse on the soft meadows of Shropshire, Gloucestershire and Staffordshire. Here, at the sleepy village of Knighton, is one of Cadbury's condensing factories. The chocolate is brought by canal from Bournville—and the milk is mixed with the chocolate within a few hours of milking.

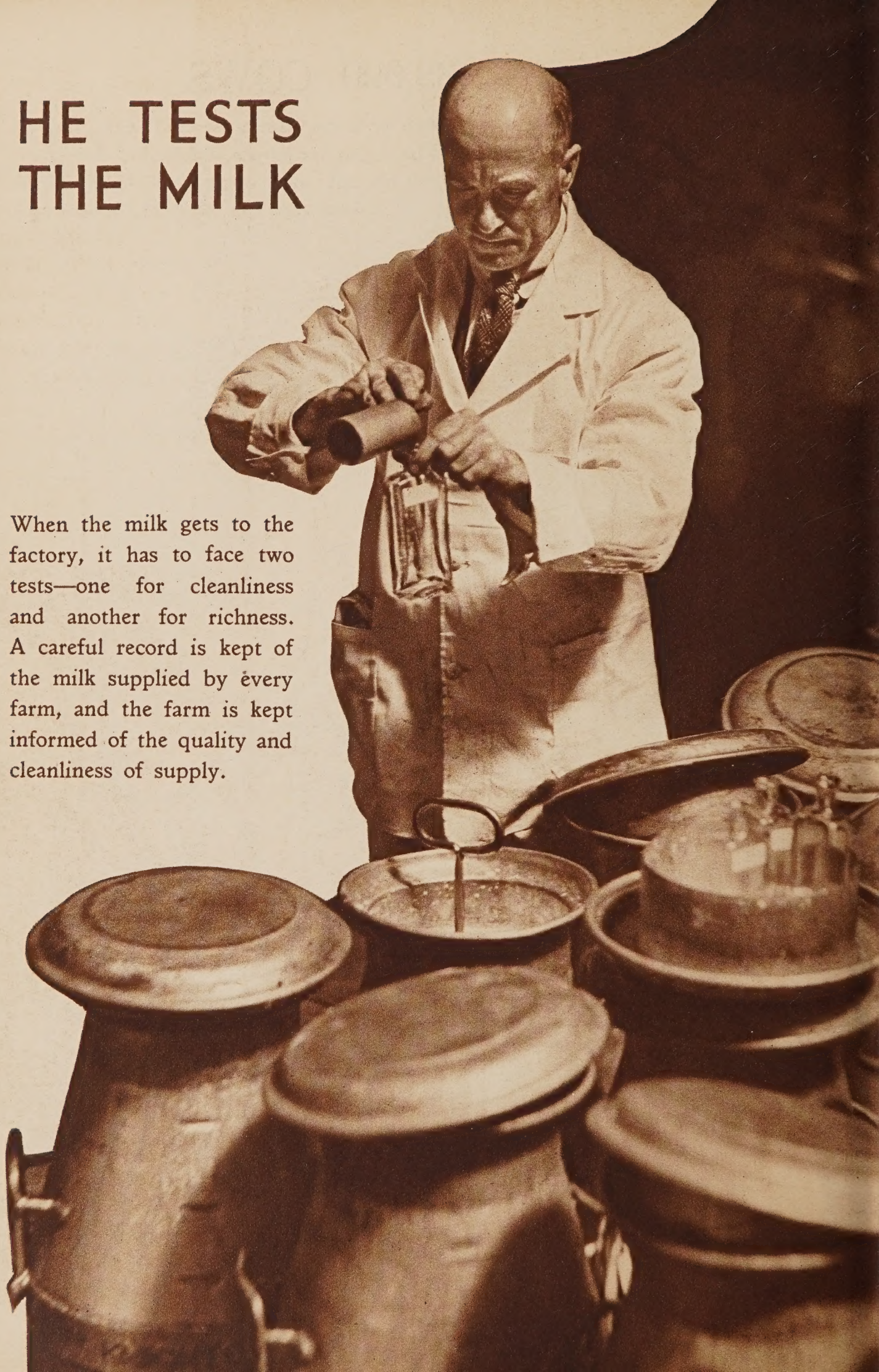
HARD AT WORK!

Some of the 38,000 cows, busily engaged in turning rich pasture into nourishing milk. Later we shall turn it into milk chocolate. In a minute or two you'll see how it is done.

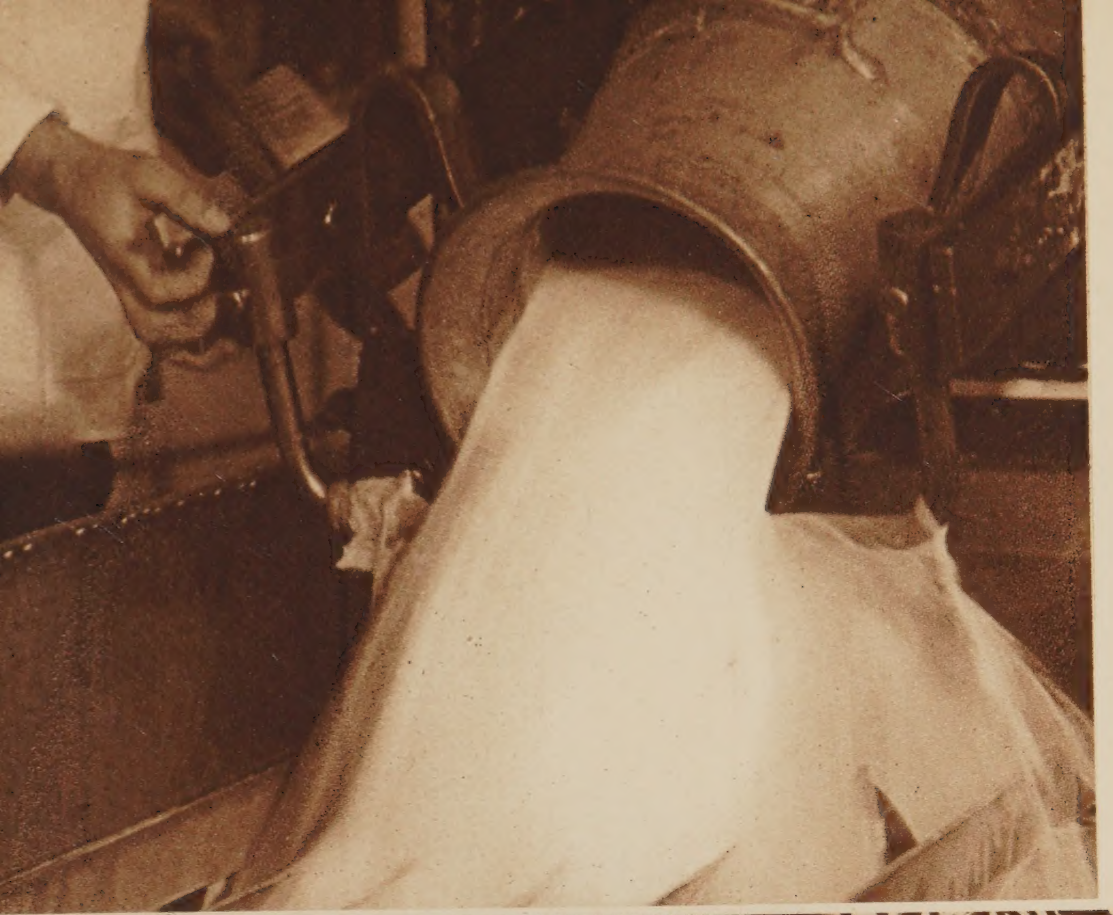
38,000 COWS

9,000 men and women work for Cadburys—and over 4 times as many cows! The 1,500 farms on which they live are constantly examined by our own inspectors. The farm inspectors inspect for cleanliness and the chemists for richness.

HE TESTS THE MILK



When the milk gets to the factory, it has to face two tests—one for cleanliness and another for richness. A careful record is kept of the milk supplied by every farm, and the farm is kept informed of the quality and cleanliness of supply.



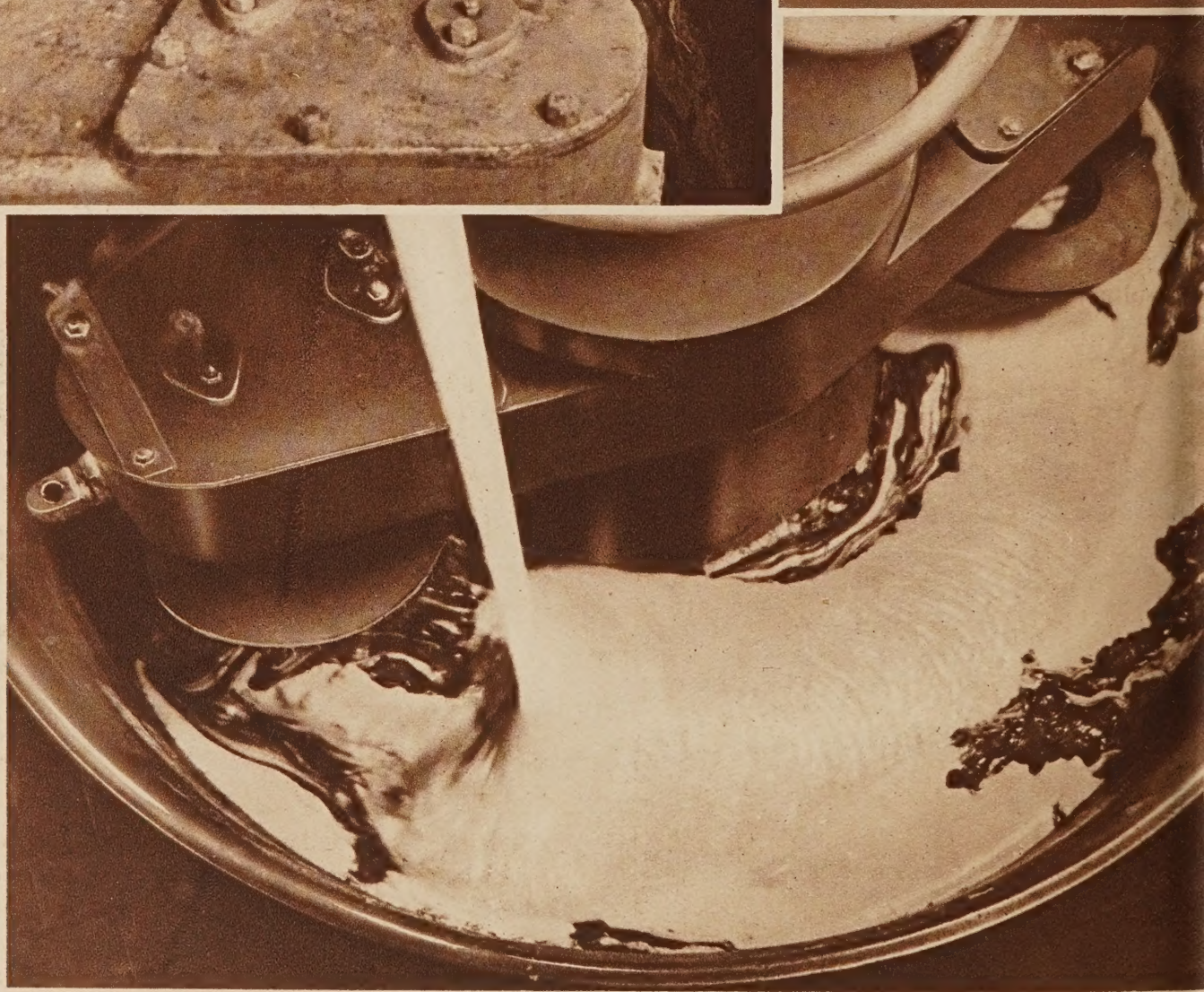
OVER 20,000,000 GALLONS A YEAR

A river of fresh milk—flowing into the chocolate you take with you on walks and picnics. Even the tipping of the cans is done by machinery.

The huge storage tower in which the sterilised churns are kept until they are sent back to be refilled.

PUTTING MILK INTO CHOCOLATE

To get the fresh milk into Cadbury's Milk Chocolate it has to be condensed. Every ½ lb. block actually contains 1½ glasses of fresh milk, which by themselves weigh more than half-a-pound. When the milk has been condensed it is mixed in with the chocolate in automatic mixers.



BACK AGAIN BY BARGE

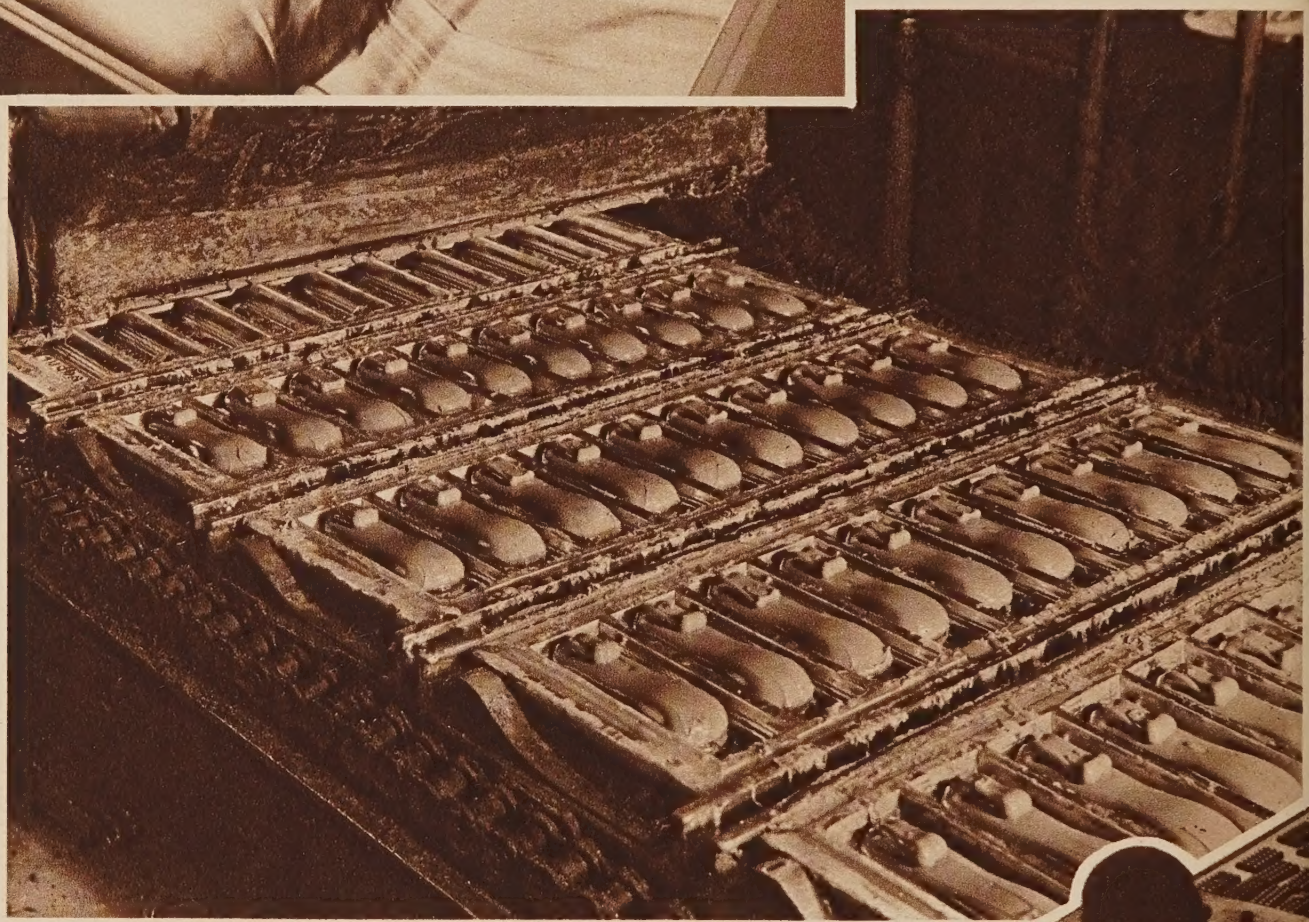
LOADING MILK CHOCOLATE

The milk is mixed into the chocolate at Knighton so that this can be done while it is absolutely fresh.

After the fresh condensed milk and chocolate have been mixed together, they are carried to Bournville by barge. The canal passes through some of the prettiest country in Shropshire. Above you see two of the women who live on one of the clean, brightly-painted barges.

"WELL CONCHED, SIR!"

However excellent the milk and the chocolate from which your Milk Chocolate had been made, it wouldn't be half so good if it weren't for "conching." The chocolate is put into large troughs and beaten to and fro, sometimes for as much as 48 hours on end. A good thrashing brings out the flavour.



Ground up, mixed with the milk, thoroughly conched—it's almost ready to be eaten now. The machine you see in the middle picture passes over the moulds, leaving exactly enough to make a block in each. Then the moulds are well shaken to allow the chocolate to settle, cooled and tipped out on to a moving band, and mechanically wrapped and weighed at the rate of 85 blocks a minute.

WHAT ABOUT SOMETHING TO EAT?

It's half-past twelve already, and time for mid-day dinner. The dining rooms are in a block of their own away from the main factory—and can feed 5,000 workers at once. You'll see how they do it on the next page.

5,000 TO

For the benefit of those who live too far away to get home easily, Cadburys started years ago a canteen for their workers.

DINNER!

To-day the canteen has become a series of restaurants and dining rooms in which 5,000 can take their meals at the same time.

Dinner—as you see from the menu in the picture—is the reverse of expensive, and there are all kinds of dishes to choose from. Meals in the dining rooms are served on the cafeteria principle, through hatches—as you see in the upper picture on the right. In the Terrace Restaurant the food is brought round to the tables.

IN THE 90's

TO-DAY

Sixty years ago—then there were only 250 workers in Bournville in the place of the 9,000 there are at present. The girls in the left-hand picture are having dinner in the Restaurant of those days—which would be lost in a corner of the present Terrace Restaurant. On the right you see Ann Castle, whom we met coming to work, having hers.

DINNER ON THE TERRACE

The House of Commons has a terrace, and Bournville workers have a terrace, too. Both are used for the same purpose—to have tea on (but ours is used for dinner, too !) The picture on the covers was taken at the foot of the terrace which looks out over the recreation ground. Below on this page you see a group of overalled girls who believe in getting as much sunshine as they can.

And in the old days it was just the same.

AFTER DINNER

A big garden, full of flowers, with smooth green lawns, a shady pergola, a kitchen garden and a lily pond—here the girl workers spend the rest of their dinner hour, and are free to walk about during their leisure. If it's wet or winter, there's the reading room and the library. The library contains 14,000 books, which are taken out on an average nine or ten times a year each—pretty good evidence of its usefulness.

The reading room has every kind of newspaper and magazine. It's a favourite spot after dinner.

Who wouldn't like to spend their lunch time here!

THESE GOOD GO INTO

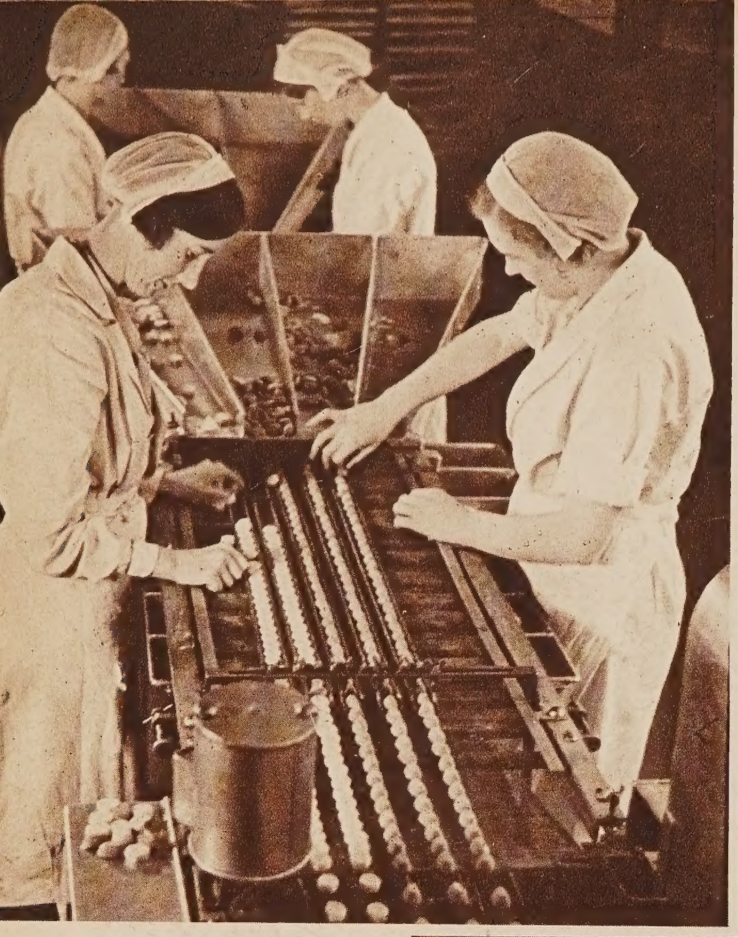
Luscious, juicy oranges from the Cape, pine-apples from Singapore, West Indian limes, cherries from Bordeaux and ginger from China are a few of the many good things to make centres for Cadbury's chocolates. You see them here exactly as they are before being treated to go into their chocolate overcoats.

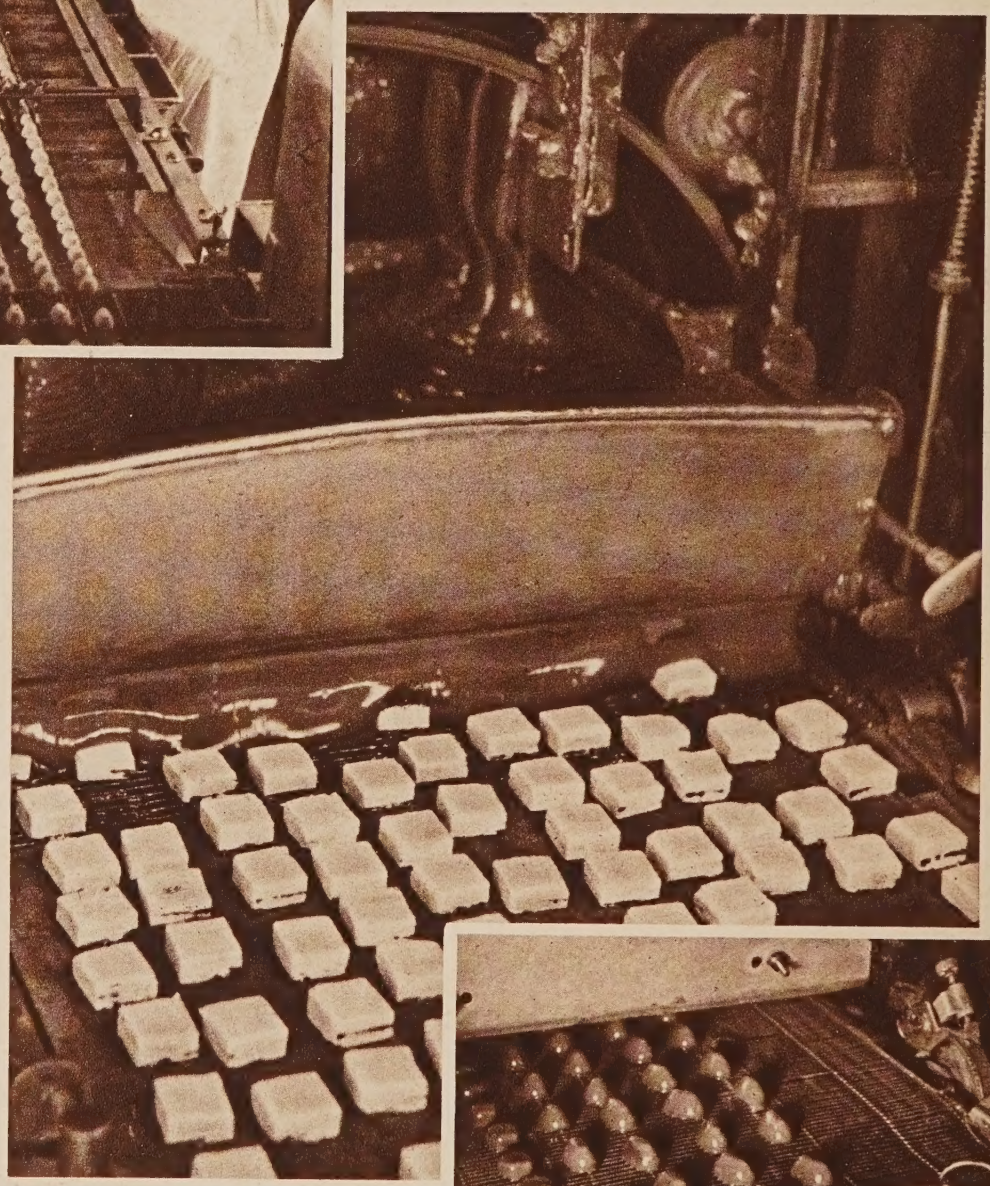
THINGS CHOCOLATES

Many other good things are used as well—amongst them, every day, many gallons of cream, 25,000 lbs. of almonds and other nuts, 100 tons of sugar and 2,000 lbs. of honey.

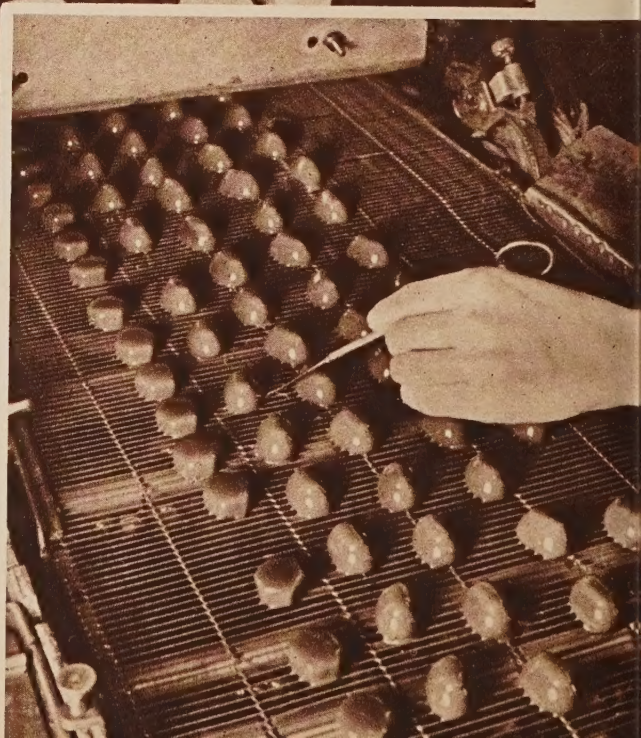
The picture on the right shows girls rolling out marzipan like pastry. Below is a worker emptying the "kettle" in which he has just been boiling nougat. On the left, slicing butter, is Geoffrey Manson, whom you saw setting out from home this morning. Since then he has got through a good deal of weighing.

HOW THE CENTRE gets inside the CHOCOLATE



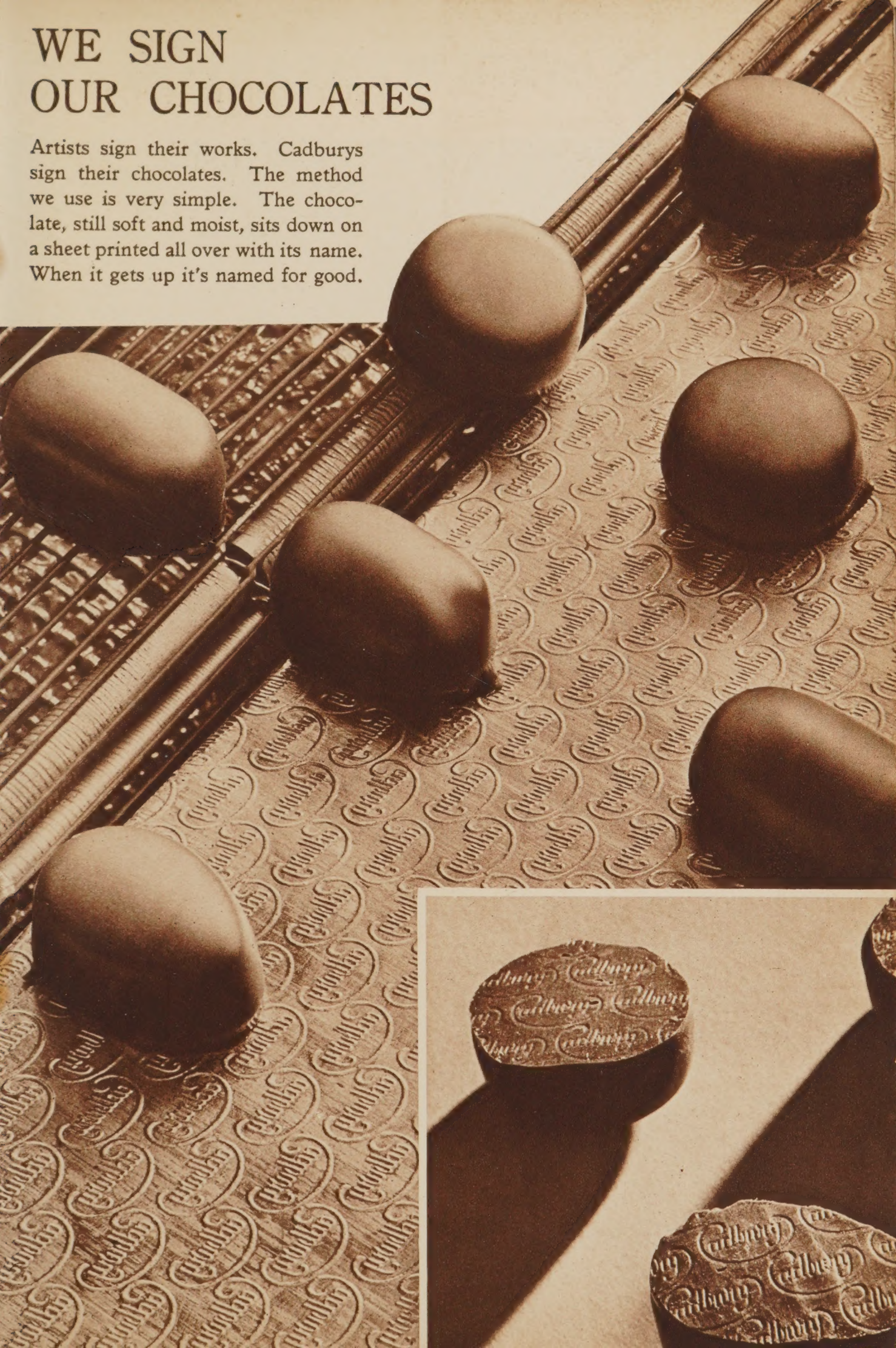


Most of our visitors want to know how the inside of a chocolate gets inside . . . it doesn't. The outside gets round it. There is no magical word which will make cherries, nuts, ginger, cream and hunks of pineapple leap into their chocolate shells and snuggle down . . . . the centres are drawn along on wire trays and evenly coated with liquid chocolate—a dress that covers them entirely from head to foot and fits far more closely than a glove.



WE SIGN OUR CHOCOLATES

Artists sign their works. Cadburys sign their chocolates. The method we use is very simple. The chocolate, still soft and moist, sits down on a sheet printed all over with its name. When it gets up it's named for good.



A GREEN AND PLEASANT PLACE

. . BOURNVILLE FROM THE AIR

AWARDING THE DECORATIONS

Many of our chocolates get a decoration of some kind—sometimes a violet, a rose-petal or a nut, sometimes a scroll or twirl of chocolate. Girl chocolate artists bequeath these decorations with a bowl of liquid chocolate and a special decorating instrument. They confer them at a speed which would bewilder kings.

BOXING THE CHOCOLATES

Nine hundred million chocolates are boxed every year by Cadburys. Here is one of the 450 girls who make the boxes. Ribbon for the boxes is quite a considerable matter. Where you buy it by the yard, we order it in miles—2,000 miles a year.

AN INDOOR TRAIN takes the boxes to the chocolates.

Ann Castle at work. You saw her arriving at work this morning. The afternoon's getting on. Next time you meet her she'll be in the Swimming Pool.

MACHINES DO THE ADDING AT BOURNVILLE...

Why add up a lot of figures when you can get a machine to do it for you? All the adding at Bournville is done by machines. Notice how light and airy all the offices are. The flowers are not just there for the occasion. They are regularly supplied by the Gardeners' Department.

THEY DO THE LETTER-WRITING TOO

Spoken into a dictaphone, then run through on a typewriter, letter-writing isn't so bad in an up-to-date office as it is at home.

OUR PRIVATE POST

81½ acres of works need a postal system of their own. Messengers in white coats carry round the letters and parcels from one department to another.

EGGS, MALT, CREAMY MILK AND CHOCOLATE

—that's how we make BOURN-VITA. If a drink is to do you good, it must have good things in it. A whole separate department of our factory is always busy on Bourn-vita. New-laid eggs come in in tens of thousands. Every one of them is scientifically tested and graded as you see in the pictures on this page. From fields of waving barley comes the malt extract. Rich, creamy milk and chocolate complete the materials used. Bourn-vita ought to be good, oughtn't it?

FIELDS OF WAVING BARLEY

PACKING BOURN-VITA

Mr. Guthrie is making a test.

YOUR SAFEGUARD

Laboratories to most people are not very exciting, but they are terribly important all the same. At Bournville there is a laboratory staff of 42, 16 of whom are fully qualified chemists who spend their time testing the absolute soundness of everything we use. A special bio-chemical laboratory studies various problems of nutrition—to discover new ways of maintaining and increasing the vitamin content and food value of all foods made in Bournville.

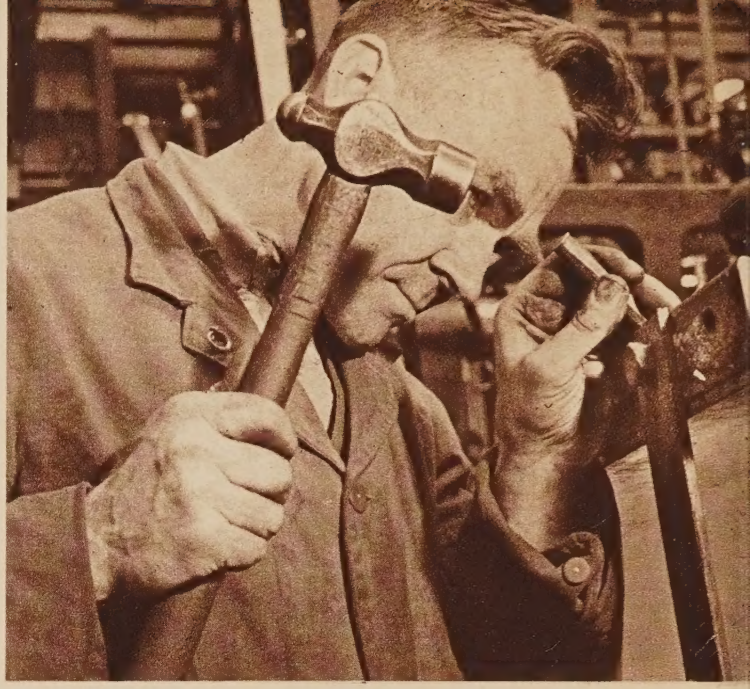
EVEN THE PAPER IS TESTED

All the foodstuffs we buy are tested three times. First, before they are bought at all. Secondly, each batch is tested on arrival. Thirdly, tests are made while the chocolates or cocoa are actually being made.

20,000 is the average number of tests made in the maintenance laboratory every year. These tests are not only applied to foods at Bournville. Here is a chemist testing the label of a box-top beneath ultra-violet rays, to see that it will not fade in sunlight.

THE COCOA BEAN GETS IT TOO

Even the cocoa bean is not safe from a ruthless examination. He is split open and surveyed from head to foot beneath a magnifying glass.



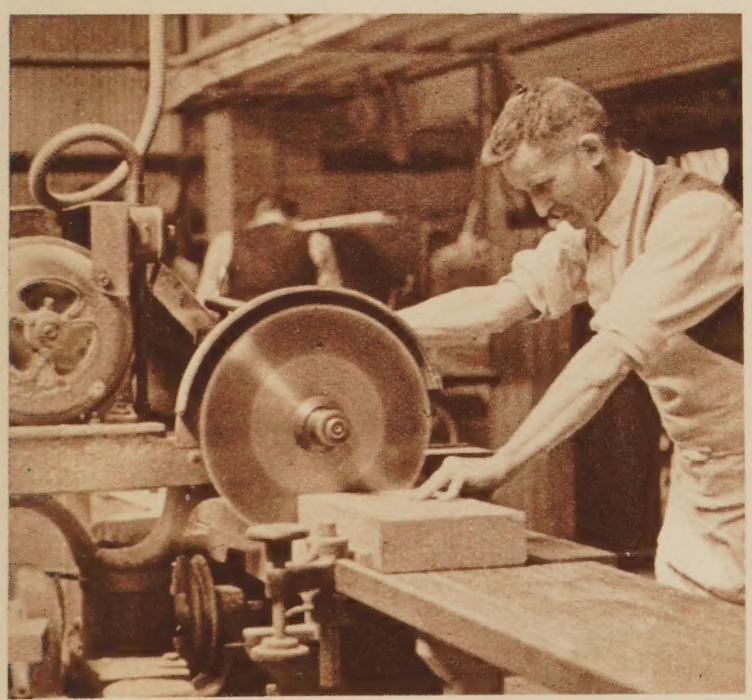
A firm as big as Cadburys has to do a good many other jobs in addition to its chief industry. All the repairs and running of the factory, tending of engines, painting of buildings and so on are carried out by our own staff. Above you see electric welding in progress. In addition to doing further factory work

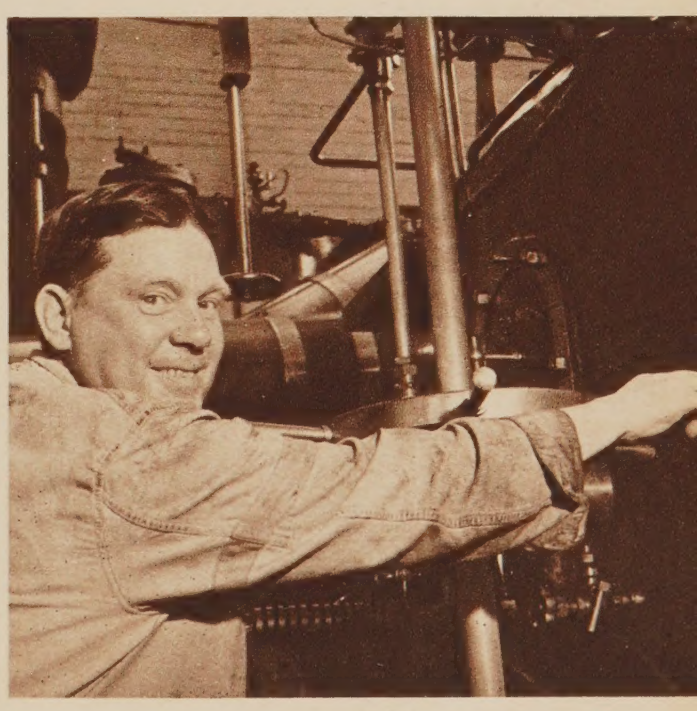
. . . . . we do a lot of work for our displays in exhibitions, show-rooms and other places.

Here you see men at work making show-tickets and material for window-displays.

LINKS IN THE CHAIN

Carpenters, painters, engineers mechanics . . . . Skilled labour of all kinds is employed at Bournville. The painters are among the busiest, for the bright and cleanly appearance of the factory depends on them.





5 o'clock

A DAY'S WORK DONE

Nobody's sorry when a day's work's over. 9,000 pour out of the factory. For those who don't walk or go in cars or on bicycles, there's a special service of 'buses waiting.

What their homes look like and what they do when they get there you'll see as you look through the next pages.

HOME AGAIN

You remember seeing Geoffrey Manson setting out this morning and at work in the factory this afternoon? Here he is coming home again.

HOME

Large gardens are the rule in Bournville, where most of us are keen gardeners. About seven houses to the acre is the average, so there is plenty of room for our favourite flowers. Geoffrey Manson has used some of the space for a lily-pond, which he built himself. On fine evenings the family sometimes has tea beside it.

Most Bournville houses have 2 sitting rooms, a kitchen or scullery, 3 bedrooms and a bathroom.

WHAT DID YOU DO TO-DAY?

While the washing-up is being done, Mrs. Manson tells her husband how the family spent the day. In the morning she took James to sail his boat. You see them both doing the sailing just below. The firm's recreation grounds at Rowheath have a special pond for James—and for grown up Jameses too—to sail their boats.

TIMOTHY WENT TO SCHOOL

They do seem to have rather a lot of fun at school nowadays—compared to our days. And certainly more of them seem to know the answers to the questions! The schools at Bournville were built by the late Mr. George Cadbury and are run under the Birmingham Education Committee.

THE SCHOOL BAND

Schools once were a place where you all had to be quiet. They're much more sensible nowadays and make special arrangements for the children to make as much noise as they please—or more!

Every house has a large garden.

Big gardens, broad roads, their footpaths shaded with trees, are characteristic of Bournville. On the way to her shopping Mrs. Manson passes through the heart of a garden village.

The land on which it is built belongs to the nation. It was presented in 1890 by the late Mr. George Cadbury to be used for

MRS. MANSON WENT SHOPPING

The shops—set among trees just like the houses.

the development of a model village, and is administered through trustees. The houses are reasonable in rent—from 7/8 to 25/- a week, but cheapness has not been a chief thought.

While the village of Bournville surrounds the factory it is not confined to Cadbury workers ; it is a community and has its own Village Green, Village Hall, Parish Church and Meeting House.

ANN CASTLE TAKES A SWIM

There is a special indoor swimming bath attached to the factory for the use of girl-workers. The bath is 80 feet long, and holds 110,000 gallons of water—all of which is cleaned and purified three times a day.

MEN HAVE ONE TOO

The men have an Open-Air Bath which is very popular. In Summer there's a rush for it when work ends.

LEARNING TO SWIM

300 girls learn to swim in the girls' swimming bath every year.

Using the automatic hair-dryer.

We have 90 acres of recreation grounds at Bournville—enough to allow a good many different games to go on at the same time. The management of it all is in the hands of the Bournville Men's and Girls' Athletic Clubs each of which has a Committee elected by the members and a paid secretary with a staff of his own. The ground for the playing fields,

WHERE WE DO

A good wood, Sir!

bowling greens, tennis courts, and so on, was given by the firm. There are other grounds a little way away at Rowheath.

More than 1,000 matches a year are played between departments and outside teams in the men's club alone.

We are particularly proud of our tennis courts. There are 60 of them—and a number are flood-lit at night so that these can be used all the year round.

OUR PLAYING

THURSDAY EVENING'S BAND EVENING

There is a Works Silver Band at Bournville. They play for dancing on Thursday evenings during the summer. Here is the band in full blast.

COME AND VISIT THE GARDEN CLUB

All workers, their families and children can use the Garden Club at Rowheath. There is a clock golf course, a croquet ground, shady seats and walks and flowers, and a pavilion where you can have tea.

For children the Garden Club is specially delightful. They can come here and play any time during the day in safety, among natural, healthy surroundings.

THE END OF A HARD DAY'S WORK

After a busy day's testing in the laboratory Mr. Guthrie comes home to a cup of tea. He said he was going to "Put in an hour or two in the garden" when he'd had it. Here you see him putting in his hours.

—AND YACHTS

Yachting's a favourite sport at Bournville—the Model Yacht Club is one of the biggest in the Country with a membership of well over 100. Many of the boats you see sailing there have been built by the members. A new pond has recently been made by unemployed men through a scheme put forward by the firm. Below you see the start of a big race, with, on the right of the picture, the Commodore looking on.

THE WORKS COUNCILS

At Bournville the workers share in the management through the Works Councils. The workers elect representatives to the Works Councils. The Councils deal largely with working conditions, health of the factory, sick benefit schemes, improvements to technical processes and awards for accepted suggestions. They have also a great measure of responsibility for the control of non-vocational education, looking after all recreation grounds, managing libraries, lectures, concerts and Savings Funds, and the general arrangements for recreation.

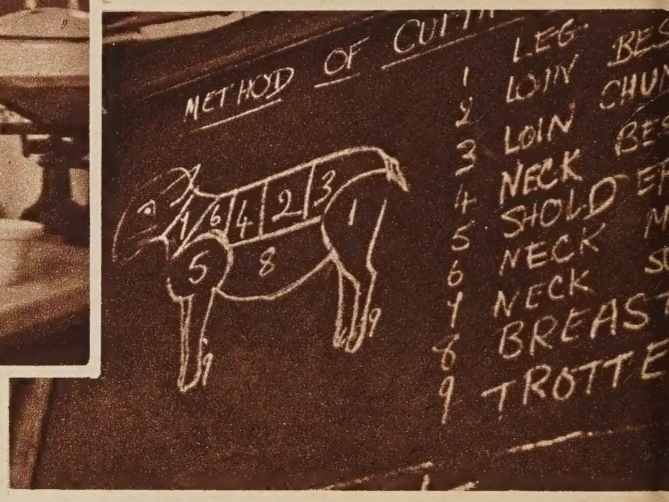
All sorts of activities go on at Bournville besides those which have been illustrated in the book, and a large Concert Hall, which seats over 1,000 people, is used practically every evening in the winter time for concerts, dramatic performances and rehearsals, operatic performances, films, arranged by one or other of the Works amateur societies.

IN CASE OF NECESSITY

For more than 30 years Bournville has had a Works' Medical Service. This is not merely a question of dealing with accidents, but a proper health service for the good of those who work in Bournville. A full-time doctor, three dentists and five nurses are always on the spot. Health is of the greatest importance if the workers in any factory are to work well and be happy in doing it, but it is of even greater importance in a food factory. Before being employed at Bournville all workers have to undergo a medical examination to determine their state of health, and in certain cases their physical fitness for varied kinds of work. Another important feature to the medical service is the constant supervision of the factory to ensure the comfort and well-being of the employees.

FOR THE YOUNG

For one day each week all boys and girls under eighteen at Bournville attend the Day Continuation Schools, receiving pay in full for that day's work. The Schools were built by the firm, and are managed and staffed by the Birmingham Education Committee. Even Domestic Science is taught.



Reading rooms, games rooms, fives-court, playground, workshop—these are some of the attractions of the Youths' Club at Bournville. It is run by the youths themselves. They elect their own Committee, form their own rules and run their own football, cricket and hockey teams.

Every year two or three camps of various kinds are held during the summer. There is a camp school somewhere in the Midlands. An interesting place is chosen so that the boys can get to know all about the district, visit its industries, study the lie of the land and places of nearby interest. In addition there is a holiday camp at the seaside, and for members of the Club who want to go abroad, holidays in France, Germany or Switzerland are arranged on special terms.

PENSIONS FOR THE OLD

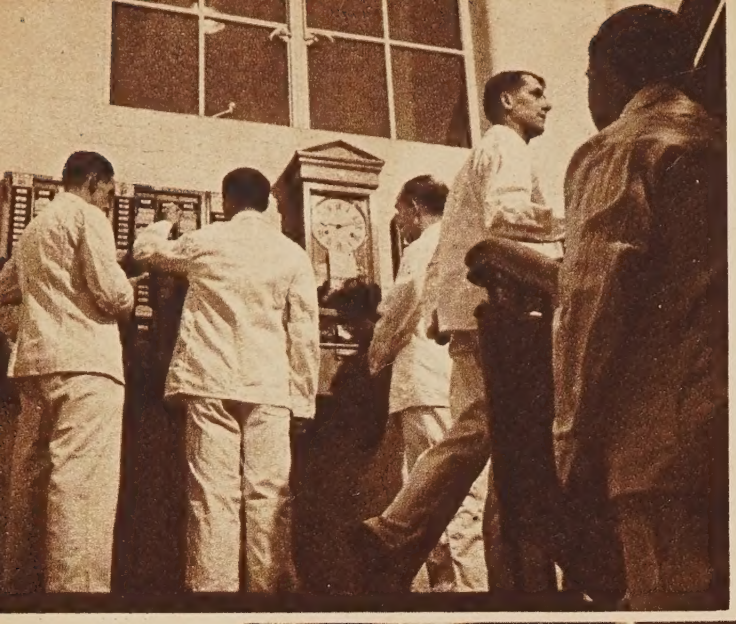
All workers at Bournville are included under one of the three Pension Schemes. The main features are, firstly, that for every so much a man or woman puts by, the firm puts by a corresponding amount ; secondly, that men retire from work to make way for others at the age of 60, and women at 55.

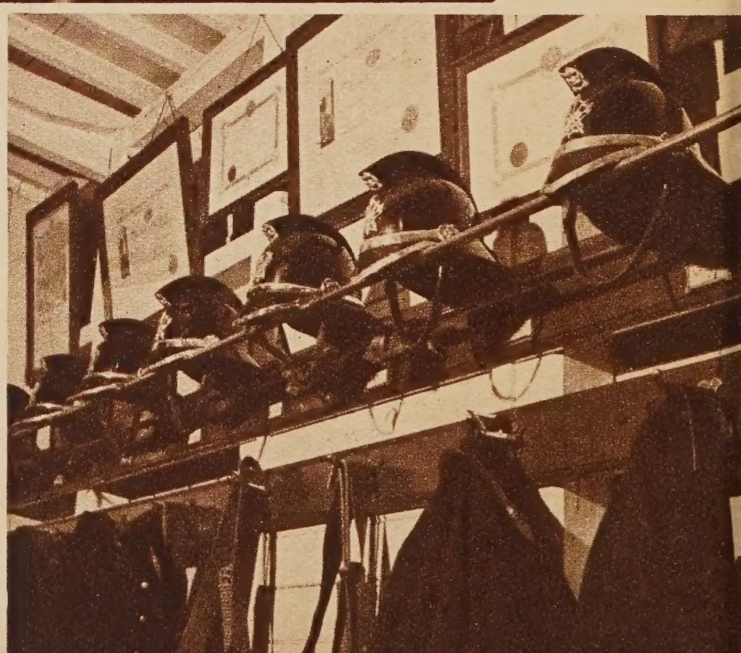
Of these funds, one is for men to secure them an annual income when the time comes for them to give up work. The second is for women, and the third is for the widows of pensioners. There is also a scheme which provides for the widows of employees.

Many of the pensioners, of course, go on living in Bournville, where they have often bought their homes and made most of their friends. They are all entitled to make full use of the recreation grounds, gardens and of all sports facilities.

Everyone wants some provision for their old age, but not every-one finds time or takes the trouble to make it, unless they are encouraged to.

GOOD NIGHT!





It's getting late. The last workers are knocking off and going home. Soon the factory rooms will be empty except for a few departments in which new shifts of men carry on work throughout the night. The rest is left to the caretakers and the firemen who keep ceaseless watch. Your day in Bournville is at an end . . . . .

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Copies of the above may be obtained on application to the Publication Department, Bournville Works. Price 6d. each (except where stated).

Films (16 mm.) and lantern lectures with slides about Bournville's industry and institutions are also available. Particulars on application.